WADCO NEWS

WHITING & DAVIS CO. — THE HOME OF MESH BAGS

"The Paper" connecting all Whiting & Davis interests.

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Views of Honolulu, T. H. Scene at left shows Kalakaua Ave., named after last King of Hawaii. Center:-A Traffic Cop; Right:-River Street, Oriental District.

Whiting & Davis Mesh Bags of Gold, Sterling Silver and Nickel Silver are Carried and Prized for their Beauty by Milady of Honolulu.

A New Merchandising Idea Developed

Mesh Bags Shown in National Advertising Now Sold in Combination Sets

One of the most progressive steps we have ever taken to extend the sales and increase the popularity of Whiting & Davis Mesh Bags is our origination of the "Combination" idea in selling. The idea is being received by the trade with the heartiest of endorsements and praise for our foresight.

The "Combination" idea is to group together those bags which have been nationally advertised and have proved, by actual sales, to be the most popular and sell the entire "Combination" to a wholesaler and, in turn, the retailer. The "Combination" contains such a variety of shape and design as to make a complete stock in itself. Combination No. 1, containing twelve of the better grades, has already been announced to the trade, in a beautiful four-page insert in the January trade papers, in "Whiting" blue.

One of the most valuable features of this "Combination" idea is that it is a very practical solution for what was really a weak spot in selling Mesh Bags. Before its introduction, each buyer made his own selection, from a wide variety of bags, as to what he thought would sell best. As is obvious, such a buyer must rely on what appeals to him. He may be right, but he is just as likely to be wrong, in his selection. He may not know his trade nearly as well as he thinks he does. The result is, that some of the bags do not sell very well. He does not blame his own taste and judgment. He is more likely to blame Whiting & Davis.

The "Combination" idea substitutes for the uncertain judgment of the individual store buyer the proved-reliable judgment of great numbers of actual women buyers. For, in a sense, the bags in a combination are selected *by the women,* as they represent what a great number of women, all over the country, have liked well enough to buy. Such bags are, therefore, what other women will buy.

This is the application, to the Mesh Bag industry, of modern scientific merchandising which does not guess and leaves little to chance or individual judgment, and which has as a basic principle that the manufacturer must help the wholesalers and retailer to sell the goods he sells them—in a word, co-operation.

By carefully analyzing the sales records for the entire line, and a comparison of the needs of stores of various sizes, we could be absolutely certain of how well each bag would sell. All of this valuable experience is placed at the disposal of each wholesaler and retailer by our grouping these popular bags in

Turn Over

Wadco News

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by Employees of Whiting & Davis Co.
Plainville, Mass.

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Phoebe Havey	Sol'd Mesh Dept.
Rita Abrams	Unsol'd Mesh Dept.
Dick Barton	Mesh Dept.
Ted Peterson	Stamp Dept.
Erwin Sylvia	Tool Dept.
Frank Brown	Bench Dept.

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combinations. In a sense, we offer a sort of sales insurance in this combination idea. Other combinations are now ready, so that whatever the size of store or class of trade, the buyer will be able to get just those bags which will sell in his kind of store.

The result will be that the idea will create the best of good will for the Whiting & Davis Co., as the wholesaler and retailer will soon see how much we are helping him, how he sells our bags more easily and in larger numbers, thereby making greater profits out of his mesh bags.

We are capitalizing this opportunity to the full by sending out, packed in each box, an easel especially designed to display each bag at its best, only one bag being placed on the easel. This enables the retailer to secure a very effective display of each bag in the "Combination," either in his show case or window. These easels are packed only in the "Combinations."

Judging from the many compliments we have already received from the trade, they consider the "Combination" idea as one of the most important innovations in merchandising Mesh Bags the industry has ever seen.

THE WADCO AD-MAN.

There should be a lot of "Sleighrides" gotten up at this appropriate time if the spirit of long ago is alive. Many autoists are craving one.

Slush and water were pretty deep across from the factory during the storm and some of the girls had to go home. It was impossible to get here without getting wet. How about it, Marion.

The flivvers are nice, nowadays, aren't they, Isabelle.? Especially with the top down, and the bottom like a sieve.

How are marshmallows, Matilda?

BUSINESS

Items of interest from the monthly Review, published by the Federal Reserve Bank of Boston:

Bankers and Business Men looking forward hopefuly yet cautiously to 1923.

Actual consumption of goods in 1922 has been large.

Holiday trade has been exceptional.

Retailers' stocks are low and outstanding orders small.

Exceptional building activity marked 1922.

Looking ahead into 1923, the prospects seem to be good, contingent, among other factors on the willingness and ability of merchants and consumers to buy merchandise at the higher prices necessitated by increasing wholesale quotations, and also on that other important factor, the foreign situation. In all probability the impetus given to general business by the activity in the building industry will continue well into the coming year. Undoubtedly one of the most optimistic factors in the whole situation is the sound condition of the banking system of the country.

Freight Cars.—Shortage of Freight Cars which during November created a serious situation has been relieved and now causes no anxiety.

Iron and Steel.—Prices have continued their depression of past two months. Composite prices issued by Iron Trade Review $40.28 for second week in December compared with $43.79 average for September.

Brass and Bronze.—Industries in New England operated at over 80 per cent capacity during first half of December.

Silverware.—During November and December seasonably active, some concerns on cheaper lines running full time, others as low as 60 per cent. capacity, inventories moderate. Distributers thought to be under stocked.

Retail (food).—Food costs are now less than a year ago, but still 25 and 50 per cent. above 1913 level.

Boot and Shoe.—In New England industry ran at nearly 90 per cent capacity during November, medium and low priced shoes selling best.

Cotton.—Government report says year's crop short, supply scarcely sufficient to meet needs.

Woollens.—Industry running at 90 per cent. capacity, greatest activity in worsteds.

Sales of Boston Department Stores 8 per cent. larger in November this year than November, 1921, although sales transactions were but 4 per cent. greater.

DEPARTMENT "A"

The employees of Department A have done good work in 1922 in furthering the quality so essential in maintaining our product.

One and all have worked conscientiously and in harmony, with the sincere aim of giving of their best efforts, proud of the work they individually have done and bearing always in mind that Gold and Sterling mesh bags should be as near right as it is possible to make them.

Their work has not been in vain, and it is here right and proper that mention should be made of it. Let us keep up the good work in 1923.

Department A has been favored with many orders for mesh bags made in the Sterling and Gold Plate combinations. The orders sent in attest their strong appeal to the customer and in keeping with Fashion's demand for colorful effects.

Sample making is carried on in the Department and necessitates keeping abreast of the Fashion trend. It is considered essential to place in Milady's hands a mesh bag in harmony with the costume (as much so as her jewels) the Whiting & Davis line on which much time and money has been expended bears evidence of this, and favorable comment comes from customers who recognize its appropriateness.

It has been my privilege as editor of the Wadco to go among you gathering items of interest and I thank all who in any way have contributed to make the "Wadco" what it stands for today. "A medium which acts for the welding together of our Factory Family."

May I ask a continuance of this cooperation in 1923? I know I shall receive it and thank you for it.

The spirit of Cooperation evinced by those who helped on the New Year's issue is appreciated and thanks extended them. They can rest assured their example will help in the future when others may likewise be called upon.

It is my earnest wish that you one and all will find happiness and prosperity in 1923.

Harry B. Rowan.

Why so quiet and pensive this week, Elsie?

FISH SCALE DEPARTMENT

When Mr. Sweet took over the unsoldered mesh department about two years ago, he decided it would be better to divide the fish scale from the ring mesh and built up a department of which we are proud of.

The new designs in our painted bags have met with ready sale and we have been kept busy filling orders. When we place our new sample line on the market which includes bags made of "Sunset" fish scale mesh in all the different tints, we are sure 1923 will be our banner year.

I take this opportunity to thank the girls for their co-operation in getting out the orders during the past year. They are all such willing workers that they are often borrowed to help out in other departments, and it is often difficult to get them back again. I also thank them for their generous gift at Christmas and extend to them the New Year's greeting.

Our slogan is, "Give us the orders and the mesh and we will do the rest."

Mabel Casey.

A WORD IN BEHALF OF CLEANLINESS

As dirt and disorder breed disease and discontentment so do cleanliness and order insure health, inspiration and greater efficiency. It has been suggested that there is little poetry connected with the cleaning power departments but that the health and comfort of the whole force are largely dependent upon them. This is true. But as a home cannot be kept clean and attractive without the cooperation of the whole family, neither can the best results be obtained by those departments without the cheerful co-operation of every employee. To all who understand and practice this rule we extend hearty thanks. To any who are careless we ask for greater interest and team work. Let each one use the opportunities of our shop as he would those in his own home and by so doing make our shop a model during the year 1923. To all my assistants I extent thanks for hard and faithful work and to all a Happy and Prosperous New Year.

HARLAN L. MORGAN,
Janitor and Engineer.

Open your shop window at recess time, let in the fresh air; you will feel much refreshed by doing so.

SOLDERED SPIRAL AND INSPECTION DEPARTMENT

Although our department has made no great strides in production, each year sees a gradual increase and we are in hopes that this year will surpass all others. The bags are of such fine texture and designs it requires more time and skill in assembling. And now, we have the beautiful new samples of No. 5 mesh which looks so much like lace. There isn't a doubt of their being good sellers.

Let me say a few words for the Inspection Department. Every bag leaving this factory has been thoroughly inspected with the inspector's letter placed in each bag. This is surely a lot of work for there are about 1000 bags on an average inspected every day for the customer's protection.

Both departments are made up of willing workers and I take this opportunity to thank them for their cooperation. Our girls have done good work for the "Wadco" and I am sure we all appreciate it.

Minna Simpson.

WADCO CARTOONIST

I was approached by the Editor for a short write up of, say about 100 words, but possibly he will give me another chance later on. During the past year I have drawn a few Cartoons for the "Wadco" and I sincerely hope that none of my shop-mates who have in any way been connected with these Cartoons will take offense at any of them, as they are done purely for fun.

Erwin Sylvia.

Toll Operator: "Boston calling Jane Manchester Is she ready to talk?"

Mr. Fallon was told to call at the Rolling Department for his "adenoids."

Employees are warned not to allow Florence Austin to sell them stockings. She gives three for two pair.

SOLDERED MESH DEPARTMENT
(Associate Editor)

I want to thank all the girls for their little jokes and news items given me in the past year making our column one of the best in the paper.

I hope this next year all will get together and send in news with lots "O' Pep" as most everybody looks for the humorous page of the "Wadco" first. Everybody waits eagerly each fortnight for the "Wadco" to come out, so I hope all the girls will get to gether and make ours a lively and interesting column.

Rhea Larock.

FANCY CHAIN DEPT.

I am pleased at the dawn of a New Year to express my appreciation for the co-operation received the past year.

I am starting my fourth year with the Whiting Chain Company and can plainly see the progress that has been made in the product in that length of time. I feel safe saying at this time that the present year of 1923 will place the Whiting Chain Company in the lead.

I wish to extend a happy and prosperous New Year to all. Through the Wadco I extend my thanks to The Fancy Chain Department for their Christmas Greetings.

Joseph F. McGrath.

A number of new employees are entering the unsoldered department owing to the increase in business.

BOWLING

Wednesday evening, January 10th, the Mesh Room and the Bench Hands met in a bowlnig match and of course, the mesh room won with ease. They won the three strings and were never in danger. Although the score does not indicate it, the mesh room was a little too classy for the bench hands. Time and time again they had to let up a bit so as to make it more interesting. Joseph McKeon was in good form and was high man for the mesh room, while Barrows of the bench room chopped a lot of wood for the losers. The mesh room team is open to bowl any team in the factory for fun, money or marbles.

MESH ROOM

Hemmingson,	79	85	88	252
McNeil,	97	96	78	271
Francis,	87	82	93	262
Fawcett,	81	84	90	255
McKeon,	99	102	92	290
	443	449	441	1333

BENCH HANDS

Wilson,	94	86	77	257
Jenneau,	88	90	90	268
Crotty,	96	94	99	289
Barrows,	81	89	80	250
Corrigan,	83	83	88	254
	442	442	434	1318

UNSOLDERED MESH NOTES.

Everyone was wondering who Annie Mc—was so interested in at the rink, but we have found out the first name is "Abe".

We are thinking of buying overshoes to keep Billy Mahon busy. He seems pretty good at putting them on, don't you think so, Edna?

Bill Brennan is trying to put one over on us. Says he has a small foot or Anna Laplante a mighty big one, for Bill was wearing Anna's shoes.

Some girls from this department attended the skating rink the other night and from all accounts Omega Oil and bandages would have come in handy. How about it, girls?

Mrs. Lucy Thibodeau and Louise Monahan are on the sick list.

Agnes McGettrick, who has changed her position from soldered mesh inspection, is operating one of our joining machines.

There is quite a scramble among the girls who ride to Franklin to sit beside a nice-looking old gentleman. How do you feel about it, Francis J.?

WHITING CHAIN COMPANY OFFICE

The commencement of the year 1923 finds our office staff preparing themselves the busiest year in the history of the Whiting Chain Company. Although 80 per cent. of the office help have been here less than six months, they are adapting themselves to the work, and applying new ways to facilitate the work.

The salesmen are sending in many fine orders both on our new and old numbers and it is evident that the buyers throughout the country are appreciative of our large and fine line.

The factory has now the largest productive force in its history. Many of the complex problems that have confronted us in the past regarding speeding up production are being solved through the formation of the "Whiting Chain Company Department Managers Association", which was formed on December 26, 1922. At its semi-monthly meetings suggestions relative to economical handling of raw material, readjustment of, and addition to machinery, and co-operation of department heads have already been acted upon.

New ideas in novelties have already been put forth by some of our department heads and some of them we feel will make valuable additions to our lines.

In conclusion, let us thank, our friends in the Whiting & Davis Co. for their many kind favors during the past year as they have always been willing to extend to us the benefits of their fine organization.

With best wishes to all for a Happy and Prosperous New Year.

Edward H. Smeed.

NOTES FROM WHICHACO

Charlie—How is walking over West Mansfield way?

Who is supplying all the chocolates that Hortense is chewing these days? Hortense, is he as sweet as the chocolates?

*

It is a well known fact that the reason for the poor trolley service between Plainville & North Attleboro is that Zelma Burns insists on walking in the car track and only leaves it after a lengthy argument. Bill Kraigenow says he has experienced the same trouble.

LETTER FROM PANAMA

Henry Hemingson has received a letter from Rudolph Bourbeau, formerly employed in the Tool Room Crib. The young man writes from Panama where he is stationed at present with Co. F, 11th Engineers, but on detached duty in the Shipping and Receiving room of the Engineer Operating Base. He states that he likes the service in Panama very much with summer weather the year round and plenty of cocoanut, orange, banana and other fruits abounding.

He mentioned the smoothness of the working of the Panama Canal Locks and says it is a very impressive sight to see one of the big ships go through.

Rudolph enlisted in Syracuse, N. Y., for Panama, with his "Buddy" and took the St. Michiel Transport at New York for Panama, stopping at Porto Rico on the way.

He sends his best wishes to all his friends in the factory with greetings for the New Year.

SOLDERED MESH NOTES.

Florence Whiting keeps house now. Wonder if the young lady makes pies.

Celina Morrison is listed to sing at the Opening of the Recreation Building.

Lillian Bryden wears boots but they're not Radio Ones.

Vivian wishes that Isabelle would discontinue her acrobatics in the factory.

The girls are waiting for a Romeo who has a "Pung" to go on a sleigh-ride.

Vera's love has cooled for Valentino. Someone said "Wop".

Who is dating up the girls in the Spiral Dept?

How sad to hear of Ellen Peck. The young lady has been disappointed in love.

Tina Gauvine is a basket ball fiend.

Ida Meyers has joined the Knicker Club. Tweed for hers. This makes an even dozen, boys. Now, to get their pictures.

Paul says when he gets married he is going to take the girls to the Capitol for dinner.

Helen Jedlinski is about to celebrate a birthday and the girls are sure going to help. Did we hear someone say "Years, please?"

May Bell is wearing a nice little wrist watch, a present from her Santa.

The girls of the Assembly Room presented Mrs. Helen Roessler with a beautiful picture and a five dollar gold piece as Xmas gifts.

Miss Evelyn Riordan was presented with a green gold soldered mesh bag from the girls of the Assembly Room.